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# News and Views

## from the Farm Management Staff

UNITED STATES DEPARTMENT OF AGRICULTURE  
FEDERAL EXTENSION SERVICE

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Dear Farm Management Extension Workers:

### A "BUSINESS CONTROL" PACKAGE FOR FARMERS AND RANCHERS

Farm management specialists' understanding and the development of skills and abilities related to the three areas briefly outlined (A, B & C) appear to be important as we strive to improve the "Business Control" package of farmers and ranchers. Such an overall perspective is important as we use resources to improve record systems. The three areas (A, B & C) are interrelated. It seems that a balance of staff emphasis is needed. All are important areas of staff concern.

A) RECORDING AND ACCOUNTING CONCEPTS AND METHODS	←→	B) PROCESSING MECHANICS	←→	C) REPORTS AND USE
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Some Examples:

Enterprise accounting	Clerical methods	Mgt. Analyses
Billing	Data Processing	Income tax reports
Labor Records	Program	Fuel refunds
Field Records	Code	Labor reports
Checkbook-cross check	Print	Forward planning

But our real results occur from the educational work we do with farmers and ranchers in "A" and "C." Area "B" is important only as it facilitates, contributes to, and perhaps motivates improved work in the other areas.

Our challenge is one of reaching farmers and ranchers with a "package" that will help them make better management decisions. The "package" can become a rather complex one. Unnecessary complexities reduce effectiveness. The complexity of an effective package will vary with our clientele. We don't reach a farmer or rancher with methods that tend to keep him (as the old adage goes) crawling when he wants to run and by the same token by methods that attempt to make him run when he is still in the crawling stage. You may want to further develop and discuss such an illustration in your State. A "visual" of your thinking might be useful in presentation.

AST&M 49 (2-64)

### Western Farm Management Extension Committee

The Western Farm Management Extension Committee met in Berkeley, January 13-15. Joint sessions were held with western researchers. At the Extension Committee meeting the States agreed to test and develop a regional electronic accounting project for farmers and ranchers. The center of operations is Washington State. The specialists agreed to cooperate in order to combine their thinking and to make efficient use of manpower and funds. At the present time it looks as if ten or perhaps eleven western mainland states and Hawaii will be participating this year.

Homer Fletcher, W.S.U specialist, is the chairman of a subcommittee assigned to work on the project and is giving overall leadership. Homer is getting a lot of help from Irv. Tjomsland, IBM Engineer, and Dr. Lu Cairns, W.S.U. researcher, and the extension specialists in the region. The last word from Homer, "I'm snowed under."

American Society of Farm Managers and Rural Appraisers -- July 19, 20, 21 -- Salem, Oregon. Don J. Mason, 213 Extension Hall, Oregon State University, Corvallis, is the meeting chairman. Program details will be available in March.

### 1964 Feed Grain Materials

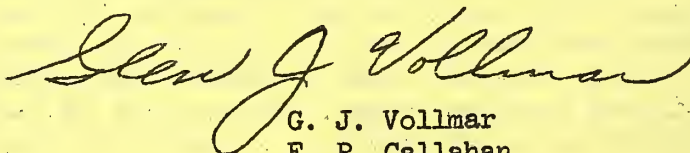
Again as with such programs in the past, farmers and ranchers have decisions to make. Farm management extension specialists may find this as an opportunity to teach budgeting techniques and economic principles. We can also provide some of the information required to make a decision. Such educational efforts lead to better decision making. The sign-up period for the 1964 Feed Grain Program is February 10 - March 27.

Send us copies of the materials you develop for use in your State. We are interested.

### Personnel Changes

Dr. Ed Barmettler, Hawaii, is now on Extension along with his teaching-research responsibilities. Robert J. Hamilton, LaCrosse, Kansas, was promoted from county agricultural agent to extension economist in farm management, effective Feb. 1, 1964. Don D. Pretzer, Mound City, Kansas, was promoted from county agricultural agent to extension economist in farm management, effective January 1, 1964.

Very truly yours,



G. J. Vollmar  
E. P. Callahan  
Buel Lanpher  
L. M. Vaughan

Economists - Farm Management